

TALE OF TWO DESIGNERS

Jeffrey Alan Marks and Charles Pavarini III share the inspiration behind their lighting

BY DIANE FALVEY

What inspires an interior designer to delve into the technical side of the business and put together lighting collections? Jeffrey Alan Marks and Charles Pavarini III illuminate the inspiration and process behind the hardware.

Jeffrey Alan Marks, Progress Lighting

What inspired you to become a lighting designer?

I've always been obsessed with lighting since design school. I think it can easily make or break an interior or exterior room.

What are some of your artistic influences for lighting fixtures and pieces?

Soft lights working together to achieve an overall room is often overlooked. I use hanging fixtures, pendants and table lamps to achieve a well-lit room. I rarely use down lights. They are important, but often overused.

How has your design background influenced your lighting design?

Tremendously! I know what's out there in the market and I try to design lighting differently with a very flattering defused light coming through. My rooms are never over lit and I never use a bulb higher than 40 watts.

Talk a bit about your lighting design process. Where do you start?

How involved are you throughout the process?

I start with a hand sketch and how I think it will be used and in what kind of room or house exterior. I then move into a CAD drawing to be sure the scale is just right. I sometimes will mock it up and place it in my office to see how it looks full scale. For the Point Dume collection, launched in 2019 I also helped develop several new finishes for the brand — like the powder blue named Malibue, seen on the Surfrider Pendant.

Jeffrey Alan Marks has developed the Point Dume lighting collection for Progress Lighting.

How much have you had to learn about the more technical aspects of lighting, and how does this affect your design process?

I have learned a great deal as the lighting world has changed even in the past couple of years. When LED was first introduced, I had a huge problem with the coldness of the lamps and the fact they were not dimmable, but they have come a long way!

Share how your design vision and the manufacturing process for your lighting pieces work together.

Progress Lighting has been very hands-on and taught me a lot about the technological side of things. The only friendly negotiation we have is I want my lighting softer. Why do people need such large wattage? It loses the romance of the room! I use more lighting with softer illumination to achieve a better overall look. With the Point Dume Collection, I was their first guest designer, so I got free rein to do some unexpected designs.

How does it feel when you first see a completed lighting collection you've designed? What excites you about the finished products?

It's really been fantastic. I love seeing what works well, it's been a great success! So much so that we are in the works on an exterior lighting collection that is so fun and unique for the home. We will launch the Point Dume Outdoor collection in early 2022 at Lightovation in Dallas.

What do you see trending in lighting fixtures in the coming year?

Lighting is better than ever! There are so many options out there to make your space uniquely yours. Amazing what we can do today with materials and finishes to stand the test of time. Especially outdoors!



Charles Pavarini III, Alora Lighting

What inspired you to become a lighting designer?

First of all, I don't consider myself a lighting designer; rather, I am an interior designer who uses light as a major design tool. However, I am indeed a lighting fixture designer for Kuzco-Alora. I work with lighting designers for complex residential and commercial projects where calculations are required for lighting output and consumption to meet energy codes and architectural standards as well as for complex control systems and other attributes to do with the functionality of a lighting system. I realized early on in my career that light is as important, if not more so, than any other aspect of building a successful interior; i.e., form color, shape and texture. Without light we cannot discern the nuances of an interior. Light helps us see the natural beauty of a well-designed space.

What are some of your artistic influences for lighting fixtures and pieces?

My artistic influence in designing light fixtures comes from many arenas. I am constantly studying all that I see. There is inspiration in all that has come before, and creating new forms is a combination of the past, influenced by the present and created with the future in mind. Much inspiration is manifested by an idea or a single thought. Something that has not been seen ... only in the creator's mind.

How has your background as an interior designer influenced your lighting design?

My background as an interior designer, with over three decades of experience, influences my lighting designs through observation of what works and what does not work. After many years I have become familiar with the magical quality of light, so I use that when coming up with an idea for a fixture. How light can enhance a space through thoughtful use of light and shadow and how light is harnessed through a fixture weighs into the design. As a lighting product designer it is part of my responsibility to the fixture to determine how light emanates from the translucent elements of the fixture. We have the ability to tame light through a designed fixture.

Talk a bit about your lighting design process. Where do you start?

What do you provide to your manufacturing partner and how involved are you throughout the process?

"Great lighting starts with an idea." When designing, I usually have a broad idea of what I would like to see. Inspiration comes from many different areas. One recent fixture that I designed was influenced by the phases of the moon. When basking in the light of a full moon I began to think, how I can replicate the moon phases in a light fixture? My fixture for Alora, Celeste, came from these thoughts. I then sketched the fixture and modified it until I felt it conveyed my original idea. I do complex drawings in CAD with explicit dimensions and finishes so that the manufacturer is very clear with my vision and especially the scale of the piece. Throughout the prototype process I am involved in honing the fixture and making sure it is true to the original intent.

How much have you had to learn about the more technical aspects of



Charles Pavarini III's new launch with Alora Lighting includes the Celeste, a chandelier that mirrors the phases of the moon.

lighting, and how does this affect your design process? For example, how has LED impacted your lighting designs?

Learning the technical aspects of lighting is an ongoing quest. With the new or not-so-new LEDs leading the way in the advancement of lighting, it is a constant learning experience. LEDs are at the forefront of lighting in the 21st century. We have just begun to understand their potential. The more I understand what this source of light can do, the more I can push it to be incorporated into fixtures. LEDs have allowed some of my most interesting designs to manifest themselves as the technology changes the form of the fixture. Many of my fixtures have no sockets or bulbs which only lend themselves to a limited set of parameters. Designing with light is ethereal but grounds itself in the reality of how we see space.

How does it feel when you first see a completed lighting collection that you've designed? What is it about the finished products that excites you?

When I see a collection of lighting that I've been working on come to market, it is a rewarding experience to know my vision will influence other's interiors and how light, through well-designed fixtures, allows them to see form, texture, color and details as they were designed to view.

What do you see trending in lighting fixtures in the coming year in the way of style, finishes and functionality?

In the coming years, I see trends in controlling light and the conservation of energy. I feel there will be motion detectors not only in rooms but in the fixtures themselves. We have seen the trend in ribbon fixtures, which I feel will become antiquated in the next decade. This style of light will morph into more decorative lighting as interior styles start to swing back to a more traditional look. Fixtures will always be prominent as we have become familiar with the form and beauty of our lighting. There will be a quest for new finishes and materials. We are always looking for something that is new and fresh, and intelligent designers will lead the way to new ideas and ways of bringing light into an interior. **FLD**